

MAGAZINE MOTOR TRENDISSUE January 1978TOTAL CIG. ADS 4TOTAL PAGES 90PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Winston Lights #123 pg. 7 ✓

Marlboro #554 Pg. 24

13

Opp: "1978 Import
Car of the Year".

Kool #383 Pg. 38-39 ✓

SP

Fact #127 3C ✓

2040675727

MAGAZINE MOTOR TREND
 ISSUE February 1978
 TOTAL CIG. ADS 7
 TOTAL PAGES 114

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
		Fact #127 pg. 10		
		Kool #386 pg. 16		
		Winston #341 pg. 28		
rlboro #559 pg. 55	26			Opp: "Classic Comments".
		Salem #338 pg. 85		
		Real #139 pg. 92		
		Camel #245 BC		

2040675728

MAGAZINE

MOTOR TREND

ISSUE March, 1978TOTAL CIG. ADS 4TOTAL PAGES 114PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Marlboro #571 pg. 8

17

Opp: "Detroit
Report".

Viceroy #264 pg. 26-27 ✓

SP

Camel #246 pg. 55 ✓

Winston Lights #123 BC ✓

2040675729

		ISSUE	May 1978
MAGAZINE	<u>MOTOR TREND</u>	TOTAL CIG. ADS	3
		TOTAL PAGES	118

MOTOR TREND

ISSUE May 1978

May 1978

TOTAL CIG. ADS	3
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3

TOTAL PAGES 118

118

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
		Camel #251 pg. 8	P-4 Plus Stapled Card.	
		Winston #345 pg. 51		
Marlboro #584 3C	65			Opp: "Competition".

2040675730

MIN.
SEP.

COMPETITIVE ADS

SIZE IF
NOT P-4

REMARKS

Camel #251 pg. 8

p-4 Plus
Stapled
Card.

Winston #345 pg. 51

Marlboro #584 3C

65

Opp: "Competition".

2040675730

MAGAZINE

MOTOR TREND

ISSUE

June 1978

TOTAL CIG. ADS

3

TOTAL PAGES

122

PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Marlboro #586 pg. 32

11

Opp: Super Coupes:
A fun-loving but
economical trio".

Salem #337 pg. 44

Camel #250 BC

2040675731

MAGAZINE

MOTOR TREND

ISSUE

July 1978

TOTAL CIG. ADS

5

TOTAL PAGES

106

PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Camel #245 2C

Real #142 pg. 11

Marlboro #579 pg. 39

10

Opp: "Seville
Diesel".

Winston #352 pg. 50

Newport #281 BC

2040675732

MAGAZINE MOTOR TRENDISSUE August 1978TOTAL CIG. ADS 4TOTAL PAGES 114PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Marlboro #570 2C

13

OPP: B&W ad.

Real #143 pg. 14-15

SP

Camel #252 pg. 81

Winston #347 BC

2040675733

		ISSUE	November 1978
MAGAZINE	MOTOR TREND	TOTAL CIG. ADS	4
		TOTAL PAGES	114

MOTOR TREND

ISSUE November 1978

TOTAL CIG. ADS	4
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TOTAL PAGES	114
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MIN.
SEP.

COMPETITIVE ADS

SIZE IF
NOT P-4

REMARKS

Marlboro #597 2C-pg. 1

40

SP

Salem #348 pg. 42

Real #148 pg. 66

Camel #252 BC

2040675734

